

NEIGHBORHOOD NETWORKS
MONTHLY CONFERENCE CALL

JULY 27, 2004

“Technology Trends for Business Planning and Programming”

Operator: Good day ladies and gentlemen and welcome to the Neighborhood Networks conference call, "Technology Trends for Business Planning and Programming." At this time all participants are in a listen-only mode. Later, we will conduct a brief question-and-answer session and instructions will follow at that time. If anyone should require assistance during today's program please press "*" then "0" on your touch-tone telephone. I would now like to introduce your host for today's conference, Vickie Schachter. You may proceed ma'am.

Vickie Schachter: Thank you Kevin. Good afternoon and welcome to Neighborhood Networks July 27th conference call, "Technology Trends for Business Planning and Programming." Before I introduce our distinguished speakers, I'd like to remind all conference call participants that this call will be recorded and transcribed. A complete transcription as well as an audio version will be available on the Neighborhood Networks website at www.neighborhoodnetworks.org. I would also like to take a moment to remind the participants who represent multifamily Neighborhood Networks centers that the START online business planning tool is one way that the newer technologies are being made available to help Neighborhood Networks centers plan and implement center programs and services. The START tool is an example of technology that is used for business planning. For additional information about START, visit the Neighborhood Networks Web site or call 888-312-2743.

The introduction of technology as both a tool for learning as well as a way to perform work has changed the fabric of the United States as well as the world. Neighborhood Networks centers are all about making technology available to low income men and women and their families. Using technology in its various forms provides multiple ways for people to access educational and academic information, learn about a variety of careers, test their aptitude, skills, and abilities and look for employment opportunities.

Neighborhood Networks is honored to have two guest speakers with us today who will help us gain a stronger understanding and insight of some of the best ways to use different forms of technology for training, career education and employment. Let me introduce our speakers. John Zoltner is director of strategy and development for the Community Technology Centers Network, CTCNet. He is a founding steering committee member of the TeleCenters of the Americas Partnership, a collaboration between CTCNet, Aspira, Latin America's Somos Telecentros Network, and Canada's Pacific Community Networks Association. At CTCNet, John is tasked with designing organizational strategy and securing resources to ensure that CTCNet reaches its full potential to serve its members. John joined CTCNet after serving as Director of Strategic Alliances and Communications for Technology Works for Good, which is now called NPower of the Greater DC Region. Technology Works for Good is a nonprofit technology service provider. At TWFG he built a network of local and global technology service providers that

offered discounted prices for nonprofit members, designed the organization's technology training program and was responsible for all branding, marketing and public relations activities. Prior to John's work at TWFG, he held a variety of senior nonprofit management positions. Among them was a position as Community Technology Manager for the Community Preservation and Development Corporation's "electronic village" project at Edgewood Terrace, which, by the way, is a Neighborhood Networks center. At Edgewood Terrace, John worked with affordable housing residents to envision and integrate cutting edge technology in apartments and training centers throughout the community. John holds both a Masters of Business Administration degree and a Bachelor of Arts in English Literature with a minor in Philosophy from Georgetown University in Washington DC. He currently serves as an adjunct faculty member for the Center for Public and Nonprofit Leadership, where he teaches innovative information and communications technology strategies in the nonprofit management certificate program. After John speaks, John will turn the conference call over to Dr. Harvey Ollis.

Dr. Harvey Ollis is the manager of the Career One-Stop, Electronic Tools Group for the U.S. Department of Labor's Employment and Training Administration. Harvey has worked on developing and delivering job, career and training information at both national and state levels. Dr. Ollis has graduate degrees in economics, labor relations and vocational education, and has worked for the U.S. Department of Labor for 20 years. Let me also add that Harvey Ollis represents one of Neighborhood Networks' national partners - the One-Stop Career Centers, and has been a very good friend to Neighborhood Networks centers. At this point I will turn the conference call over to John Zoltner.

John Zoltner: Thank you. Thanks for the glowing introduction. So, first of all I just want to say that having worked at a Neighborhood Networks center at Edgewood Terrace in Washington DC, I know that technology can sometimes be confusing, can sometimes be not helpful. What I am going to do is try to give a lot of specific examples of technologies that are most likely to be helpful to your communities.

First, I want to go through a number of technologies that I believe have significance for affordable housing residents. Some from the organizational point of view because they can be very helpful to your organization as you've managed your community technology center or Neighborhood Networks Center and others because they can be directly helpful to the low income people who live in your affordable housing developments. First of all, I want to talk to you about application service providers or ASP's. ASP's are a type of technology that allows another company to handle all the maintenance, data storage and updates for applications that operate over the Internet. You use them by logging into a website. And there is software that works just like software on your computer but they are actually running on a computer that's somewhere else that you are accessing over the Internet. There are a lot of application service providers have been talked about since about 1998 or 1999 but what we are finding is that a lot of them are finally maturing. So they are at the

stage where they are more helpful to your organizations and to the people who live in your housing complexes than they were right in the beginning. They are more stable because they have been refined and they are working better and because there are more of them so they are attuned to specific needs.

One example that many of you might be familiar with is GuideStar. GuideStar allows anyone with Internet access to go to the www.guidestar.org site and do a search on nonprofits. These can be people who are interested in making a donation to a particular type of nonprofit or an individual nonprofit or organizations or foundations that are just interested in knowing more about nonprofits. Any nonprofit organization that takes in more than \$25,000 worth of donations or income in a year is required to file a Federal 990 form. And that appears in the GuideStar database. What's helpful to our organizations is that GuideStar is integrated with another ASP called Network for Good, which is a free online donation application that was sponsored by AOL-Time-Warner, formerly AOL-Time-Warner foundation and Cisco Systems. It allows a free way for your organization to accept online donations.

There are a lot of programs and technologies that allow organizations to take online donations now, but Network for Good is a good example of one that does it for free and has a strong reputation. There are really as many types of ASP's as there are types of software. Another example is E-tapestry. E-tapestry is a Web-based fund-raising and development tracking application. E-tapestry allows your organization to track phone calls, emails sent, and any kind of development information that you collect during the fund raising process. E-tapestry starts off for free if only one person is using it and you are not using a significant amount of disc space. It gradually scales up and like a lot of these programs there is a scaled type of payment and plan so that the more people using it and the more resources you are using, the more you end up paying. ASP's generally charge by the month and the strong point about them that helps organizations and people is that someone else is maintaining the applications, so you never have to install software on your computer. That software is generally always out there and available.

The downside is when your Internet access goes down, you don't have access to these applications. A few years ago I would have said ASP's are the wave of the future. Now they are really the present and a lot of people are using them and they are being used to good effect.

Another example is the Kintera System. Kintera allows organizations to basically run a very complicated Web site without having to develop that site themselves. You basically can configure or customize the site and everything is modular, so you only pay for what you use.

TechAtlas is a good example of a nonprofit-created application. NPower was the developer of TechAtlas. And NPower and CTCNet, for instance, cooperate in order to make TechAtlas available to community technology centers. TechAtlas allows

organizations to do technology planning for their organization. It's also available on a free version and a for-pay version that gives a little more functionality.

Another example of a technology trend that's becoming more accessible and more important to residents and to organizations is web based e-learning programs, sometimes called educational net casting. There are a lot of different applications and technologies that fit into this category, Blackboard at www.blackboard.com is probably the most famous business service but there are literally hundreds of them and maybe more than that. E-learning is extraordinarily important for Neighborhood Networks Center and any housing based group that provides access to computers and content through the Internet. What any of the various programs that I group under e-learning do is, they allow people who connect to them, in your case, residents, to, in some cases, take degree earning online classes. They allow your organization to develop classes with specific content. They could be local content, that is only really important in your area or for your organization or they could be more globally relevant content. So you can use e-learning applications for anything you would take in a standard school and they can be geared to just about any level.

As with any computer program, you can do a lot graphically but there is some basic level of literacy that's needed in order to make a person able to learn over the Web. So you have to combine these programs with some traditionally oriented programs but what it really allows you to do is to scale up training and make it available anytime to anyone. There is a cost for a lot of these applications, sometimes you pay a per user fee. Other times you pay an upfront fee to configure the application. And it could be something as easy as posting documents or posting Web pages on a Web site or something as complicated as creating instances of classes that people can log into, tracking attendance and holding classes with multiple connections where people can use chat technology or can even talk like they were talking over the phone with each other.

Another technology that's important, and this is from my experience when I was at Edgewood Terrace at Community Preservation and Development Corporation in DC, is server-based computing. Edgewood Terrace partnered with HUD in the early days really before Neighborhood Networks was started and I think Neighborhood Networks in part was influenced by some of these experiences. HUD asked the people at CPDC, the nonprofit that owns and operates Edgewood Terrace, to come up with an innovative technology project that would put computers into the apartments and would install computer labs at Edgewood Terrace. The people who designed that program thought about it and one of the obvious choices was to install full computers in a number of apartments. But the problem was the computers were expensive and relatively more expensive at that time than they are now. What they ended up doing is putting in machines that were basically stripped down computers. They don't have the full processing power of personal computers that you would buy in a store for personal use or the standard computer you would find on a network.. They are lower powered and because of that they cost less. But what they do is, they

initiate a connection to a server where all the programs that are operated are located where the client resides. What that means is that when you are working on the stripped down computer, instead of the programs you are using being on your hard drive they are on a server computer that's based elsewhere. They look, depending on the applications you use, exactly like any of the applications you would use on a standard computer. In Edgewood's case, they run the Microsoft Office Suite and residents are supplied with Internet Access with the Microsoft Office Suite including Internet Explorer and Microsoft Outlook. and it looks like they are using a personal computer. The advantage to the housing organization is that the server' need to be maintained or when problems show up in someone's individual machine or profile, it can be worked on from the server, because the software is based on the server. That means you don't have people who have to walk around the housing complex, knock on doors, arrange for maintenance visits. That's what really makes putting personal computers that are owned by the housing facility too expensive to maintain in most cases. So server-based computing at Edgewood Terrace is a great example.

Another example is Network Alliance. At www.networkalliance.com you will find they offer the same sort of technology that is available over the Internet to businesses and nonprofit organizations. It's also server-based but instead of the server being somewhere in your housing complex, the server is somewhere in a secure location, co-located with a lot of other servers. Network Alliance also provides the same applications, Microsoft Office, Quick Books, and a lot of the applications you would expect to use in a standard computer.

Online data collection and evaluation is another category that's growing and becoming a lot easier to use but for individuals and organizations Zoomerang is an example of what's probably one of the most popular ones. Survey Monkey is another one. These are both applications that are very cheap or relatively cheap to use. They allow you to use the power of the Internet to collect and analyze data and both Zoomerang and Survey Monkey can be used by someone with really just basic Internet skills. You create a profile, log in, and it allows you to develop questions and then choose who answers those questions. You can do things like create dropdown boxes and buttons for people to press in order to answer the questions you put out. The handy thing is instead of e-mailing a survey and asking people to fill it in, when they fill it in you have access to all the collected data. It's something that was probably more rare about 5 years, now it's extremely common. Online data collection and surveys are starting to be written into a lot of applications that are being used in a lot of Web sites.

Content management systems for Web sites are another good example of technology that can be used to manage an organizational Web site. What content management systems allow you to do is to manage the information that's posted on your Web site to update it much more easily. This helps residents or anyone who is running a Web site that residents access. It could be an Intranet for your community or for your

housing complex or it could simply be information that your organization wants to get out to residents.

Content management systems also work through a log in and profile basis. They allow staff members from your organization to log in and, working from templates that look like a basic Web page, they allow you to cut and paste documents from word processors, and clean them up a little bit and press a button to post those documents to the Web. You can also set them up in a little more complicated fashion so you can have levels of editorial reviews. For instance, you can have an administrative assistant that posts Web pages and information and you can have another higher-level employee who is responsible for reviewing and editing those pages. You can set up buddy systems so peers review each other's information before it is posted. Peers catch spelling mistakes and grammatical errors, or more serious errors that you wouldn't want to go out. You can also set up things where content automatically posts at a certain time and it can either automatically disappear or automatically go to another section of your Web site at an expiration date. For instance, with a lot of events you might want to show an article on information related to the event up until the date of the event. After the event you might want that information to still be on your Web site but you want it in a different part of your Web site that talks about past events. Content management systems allow you to tell that content where to go and to script it so you set up the time that its posted and the time that it automatically goes to the different part of your Web site. A lot of us have experienced Web sites that don't do that --- don't change their content and we see content about upcoming events that you know can sometimes be up on the site for a year or more. It's been very prevalent especially in nonprofit organizations that run on small budgets and don't have a strong Web staff.

Finally, just a quick bit of information about open source software and content. You've all heard about Linux, Red Hat, the Organizaer's Collaborative. There are also a lot of applications being built that are open source. An example of an organization promoting that is the organizers collaborative, www.organizenow.net. Open source software opens our software, allows companies to build software applications for nonprofits and then leverage the code that they create so as they are building similar types of applications for several different nonprofits, they can keep improving the quality of those applications. There are a lot of different licenses under which open source software is written and in most cases it allows you to use an application that's been written in open source code and licensed as an open source application and generally when you make changes to it or improvements to it you need to contribute those improvements back to whoever it is, whatever entity is managing that software. It's a process to allow open source software to keep getting better over time. It saves your organization in the costs of licenses and it allows for evolving applications.

Two examples of organizations or companies that do a lot of application development are BCT Partners, that stands for Building Community Technology

Partners, their URL is www.bctpartners.com and then Q Industries which is www.q-industries.com. Both of those companies for-profit companies but they do a lot of nonprofit work. They build applications for nonprofit organizations.

I'm going to turn the call over to my colleague now. And we are going to leave some time for questions. These are my top technologies for Neighborhood Networks Centers. They are all technologies that are becoming important and in most cases they've moved from being technologies that were a little more obscure and that organizations probably knew about but weren't necessarily using and they've become technologies are being used now and are in their prime lifespan now. They're all available for use. A lot more people understand how to use them and they are a lot more stable than they were in the early years.

Harvey Ollis: Okay. Thank you John. This is Harvey Ollis. I'm with the U.S. Department of Labor's Employment and Training Administration. What I'd like to talk about are some information resources our office sponsors and how those are available to HUD Neighborhood Networks centers nationally through the Internet. John, I found your remarks very interesting and there are a couple of places where we overlap and have to use some of the technologies you referenced in developing our tools.

John Zoltner: Great.

Harvey Ollis: I think you identified the kind of administrative infrastructure that the new hardware and software capabilities can provide to non-profits and groups like HUD Neighborhood Network centers. DOL has traditionally provided for individuals, both job seekers and workers and employers, a variety of occupational, job, career and labor market resources. Our traditional service has been engaged in helping job seekers find available jobs that they are qualified for, and helping employers find qualified, skilled workers for their job openings. In the past, the technology was fairly basic. Information would be written down on an index card with some descriptive information and then placed in a card box of a job listing. There would be a listing of resumes and qualifications and then an attempt to match those individual records. In prior times, in the offices that the local workforce system has had, there was an unemployment insurance area and individuals would go to that office, stand in line, fill out a form and identify their prior employment and get services in terms of unemployment, insurance and job placement assistance for future employment. People looking for work would experience a delay of significant amount of time and then spend time waiting in an office with many of the steps requiring paperwork and staff review.

Our new environment is one where we have relatively less time for staff processing of information and, without technology, I don't know how we could operate in our current situation. But rather than having these paper index cards for information on jobs and qualification of candidates, the Internet has provided an indispensable resource and a much more efficient mechanism for providing employment information and labor exchange services. There is an overall movement in the

employment training area toward self-service activities. There were, in the past, specific programs for veterans, dislocated workers, other categories of workers who require employment assistance and special funding and staffing support available. Those days seem to be behind us and the focus now is for self-service resources and I think this is really the kind of expectation that in the employment training area that you probably see in your Neighborhood Networks centers where you want to provide this type of service, but in terms of intensive staff training preparation or a large number of staff to offer career counseling services, it's quite limited.

So the Internet resources that I'd like to highlight briefly are ones that hopefully offer the crucial information and are organized in such a way that they are reasonably accessible. Neighborhood Networks and the One-Stop Career Centers have been working together over a year to build a better way for centers and their users to access DOL resources.

John Zoltner: I'm looking at and understanding the different resources the Department of Labor is sponsoring, both the local one stop offices that provide direct services and the Internet services themselves and how those can be used, and I understand this coincides with the focus in the HUD Neighborhood Networks on greater employment training services for the families you serve.

Vickie Schachter: One of the goals of Neighborhood Network centers is to facilitate self-sufficiency for residents at multi-family HUD assisted and insured properties and certainly, in order to achieve self-sufficiency, employment- activities are an integral part.

Harvey Ollis: Terrific. Well, I would like to review a couple of the specific Web sites and resources, and if any of you are online, take a quick look at them while I talk. But I'll also reference some support activities we've been developing. Our major one is an open source software resource we have been using and it allows us to reuse some of the content where we've worked with community colleges and our local workforce system. We've been able to share some of the same content where where it applies to each of these groups.

The major resource we have online is called America's Job Bank (AJB) and this is a large resource. The Web site is called www.ajb.org and that stands for America's Job Bank. AJB is a very large job resource. It includes currently over 1,250,000 active available jobs and over 700,000 resumes in the system. It is a large resource, but equally or perhaps more importantly, it is widely used. The Web site gets more than 7 million user sessions a month. And a user session is not just a hit or someone who looks at a single web page, but rather a series of web pages that would include a search, gathering information and specific job or resume information found that's of interest to the user.

Very briefly, the job bank provides services for both job seekers and employers and it is fairly easy in concept. For the job seeker they can do two things on the job bank. They can post a resume to make it available and searchable by employers, describing their qualifications and they can search for available jobs. The job search can be done without registering. It can be done anonymously just by going to the Web site, specifying an occupational title or area of interest and geographic area and from that the user gets a list of available jobs in that area that match their occupational search interest. They can click on any of the items on that list and see a description of the job and find out the characteristics of it, the working conditions, the earnings, and they can actually find contact information for that job. That contact information may be directly from the employer that would be hiring, or it may be they may have asked a local job service or one stop office to do some screening for them and to refer qualified candidates to them. Another option is, it could be a personnel firm or a headhunter that is providing that service to an employer.

Employers can use this site to search for qualified applicants and also to post job orders.

So those are the basic functionalities of the job bank and that's really one of the core pieces of our system. It is a major resource. These jobs are produced by the state and local job service program, so about half the jobs in America's Job Bank comes through your state, through one stop centers, employment service systems, and so forth. But the other half comes from direct postings by employers and this is where the technology is supportive. Every night IBM and tens of thousands of other companies post job openings to the Internet. They are available through America's Job Bank immediately and can be searched. One new feature we've added to the job bank recently is a job scout, where, if you put in a search you can keep your profile active and this is using technology to make it a more dynamic search. So tomorrow, if a job comes along that matches the profile you put in, you receive an email. The job information is a cornerstone of what we provide.

Now sometimes when you see a job, like a job description for a computer programmer in Atlanta or for a cook in Washington D.C., it's hard to judge that job in terms of, is this going to be a good job? Is it in an industry that's okay? Is the pay that's offered reasonable for the occupation? So we've connected the job bank information to the best of the Bureau of Labor statistics and state labor market information office data that we have, and that's another resource we call Career Infonet. It's a part of our suites of resources that we together call the Career One Stop system. The labor market data is a way of looking at what's the average pay rate for a cook or a computer programmer in Washington or Atlanta. So, as you're looking at that information you can judge that a little better.

In addition to labor market data that Career Infonet provides, there are a number of career tools to help in career planning. Individuals who are working now can look at the information on whether they may need to consider additional training. They can plug in their occupation, their education, their earnings and their location and

find out if, in fact, that is the growing industry. Do they make a lot of money relative to their education? If that will be the case, and if there's some type of disruption or change, they're going to be in a difficult situation. There is a need for this type of information to be more "planful" in our careers and to take greater responsibility for our working life.

For career preparation, we have a number of tools in our resources that can help people to do that. It's a lot of burden to put on people, but there are some specific tools that are available to do this. So these are some of the resources we have. A third one I want to mention is the Service Locator. And that's called www.servicelocator.org, and it provides a connection with local workforce offices across the country. You can find out where the 2001 stop centers are, and see that information. You can search by zip code or city and get a listing of them, and also where they are? Do they have a computer lab that is available? Do they have daycare? What type of services do they have and specifically what services does each location have for businesses, for workers, and for you? So, there is a lot of information there.

We have expanded that Service Locator to include a range of other local providers, including all 1200 of the HUD Neighborhood Networks centers out there, and you can search by those locations. If you are managing a HUD Neighborhood Networks center and want to make sure you know what other resources are available locally, you can get mapping and information on the nearby one stop centers. It offers employment and training services, and the local community colleges, and over 5000 literacy program offices are identified. So, we have over a 15,000 local sites listed on the site and all mapped together. You can look at a variety of physical locations.

Even though we have organized these Web sites to provide technology access to information, we recognize that a lot of people are not only going to be doing things via the Internet, but also want to talk to people. So we have connected the bricks of the physical system with the clicks of the Internet through the Service Locator. We also have a toll-free help line that is available to respond to any questions from the public on workforce issues and on employment training programs or services. That number is: 1-877-US2JOBS. The telephone is a useful piece of technology. We recognize that, we've integrated that, and telephone responses are based on consistent information to what we provide on the Web sites.

I've just talked about some Web sites and resources but we've been very excited about some work we've done in the last year with Neighborhood Networks on building a customized online coach to help to find this information. These Web sites that I have described have tens of thousands of pages, and a lot of different tools. We have one database with 11 million employer records that can be searched for employers across the country by location and industry or occupational area. But we have so much content that it gets hard for users to come to the site and to figure out where our stuff is and how it relates to their problems.

So we have added a coach. The general version of the coach is www.onestopcoach.org and if any of you are able to punch that in, on the right side of the screen you can see there is a coach list there and two users, either a job seeker or a business user. If we click on job seeker, you see a dozen different situations or scenarios displayed. For example, I'm searching for a job and I want to find important information. I want to change careers. A user -- we understand that a user with employment training needs wants help. They don't necessarily want to figure out how we have organized information on our sites. So we try to put some of these options and situations in terms that they understand and these have been built by users and then we identify any one of those. You can find specific information on our Web sites that relate to those questions and actually the coach stays on the right side of the screen with step by step instructions and you have the full functionality of these other websites, whether they're our websites or we've linked to others to answer questions.

So we've started with this One Stop coach version, but we now have a new version that was demonstrated at our conference last week by some HUD participants and it's called hud.devis.com. That's the name of the developer and we'll switch it over to a different URL over time. But at that address we have they're using the same logo and branding as HUD's Neighborhood Networks, information on how the Neighborhood Networks centers can provide information that is identified as being important to HUD clients, to Neighborhood Network clients. Specific information on how to use our content to meet their career and job needs. So we're very excited about this. I think Neighborhood Networks will probably be promoting the availability of this resource in the coming months and we are very much interested in ideas and feedback to expand this to make it more useful.

The coach itself is developed under open source software, the Department of Labor owns the copyright and we are promoting a number of applications. We have some community college versions; HUD's Neighborhood Networks version; and we're looking at an older worker application with some of our other partners, including AARP.

Our ability to deliver and make available in a self-service mode the labor market job and career information is greatly expanded by the Internet and the thing we need to do is make sure that groups like yours understand what we have available and through tools, like this online coach, make it understandable in the context of your work situation. So we've been delighted to work with Neighborhood Networks and would look forward to any feedback you can give us and certainly appreciate your time on the call today. I should probably stop there for questions.

Vickie Schachter: Thank you so much Harvey. Kevin, I'd like to turn this over to you now and see if we have any people with questions on the line.

Operator: Ladies and gentlemen, if you have a question or a comment at this time, please press the 1 key on your touchtone telephone. If your a question has been answered or you

wish to remove yourself from the queue, please press the “#” key. Our first question comes from Kimberly Tisdale from Regina Manor.

Kimberly Tisdale: Yes, I just I had a question on the website, the coach website, I just needed to know that.

Harvey Ollis: The web site that I referenced first and the HUD one is www.1.coach.org.

Kimberly Tisdale: Okay.

Harvey Ollis: There will be a different URL for the HUD version and we will follow that up with Neighborhood Networks staff.

Kimberly Tisdale: Well, I'm with Americorps/VISTA and I'm trying to find different programs that would pay for the e-learning and stuff like that in computers. So, is there a program that I can look for? Because I am not able -- he said e-learning program, and that's what I need. Learning programs for adults and children.

Vickie Schachter: Are directing the question to John Zoltner?

Kimberly Tisdale: Yes.

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John Zoltner: Could you repeat that question please.

Vickie Schachter: John, Kimberly Tisdale is looking for funding for e-learning. Are you familiar with any sources of funding for that?

John Zoltner: The Horizon Foundation will fund staff members going to classes but if you are looking for funding for residents the best thing to do is to target foundations and corporations with targeted interests in education. Is the funding you are looking for to support creation of classes by your organization?

Kimberly Tisdale: Yes.

John Zoltner: Okay. The best thing to do is to wrap that into a programmatic area that's based on education and talk about what it is that training people through this program is going to accomplish.

Kimberly Tisdale: Okay.

John Zoltner: And target that at foundations that fund education. But focus on the outcomes for your residents if they are able to be trained by the training program you are proposing.

Kimberly Tisdale: Okay. Thank you.

John Zoltner: You're welcome.

Vickie Schachter: Kevin, are there any other questions?

Operator: Our next question comes from Carol Suazo from Dorthy Gay.

Carol Suazo: Oh, hi! I just wanted to know the other web site for locating I think job -- potential job employers.

Harvey Ollis: The Service Locator is one of our sites that provides access to One-Stop Centers, community colleges, HUD Neighborhood Networks and literacy programs. The site is www.servicelocator.org. If you are asking about employers, in addition to the job bank within the Career Infonet, one of the career tools is called Employer Locator. That provides you with access. You can search among 11 million employer records to find local employers in an industry or the occupation of interest and that is within www.acinet.org and on that page it is called the Employer Locator.

Carol Suazo: Thank you.

Operator: Our next question comes from Debbie Fugate from Apple Court Apts.

Debbie Fugate: That's Able Court Apartments in Bowling Green, Kentucky. What I'm worried about is software. I have gotten my computer lab up with grants from our city of Bowling Green, Kentucky and volunteers and we have put our machines together, built them ourselves with donated labor. And I have been trying to get software donated. We have a tax-exempt status and we are a Section 8, 100 percent very low income housing project. It's a HUD 236, but we are getting the feedback from Microsoft that we need a 501(c)(3) designation. We are only a 48 unit complex. We've looked into it and its expensive to get one of these designations. Is there any other way to approach this or has HUD talked with Microsoft or is there any kind of program that they have that would help us with this software donation?

Vickie Schachter: Debbie, I'd like to respond to that. One way you could skirt the issue of getting your 501(c)(3) is to align yourself with a local partner that has a 501(c)(3). And working within that alignment they can make the ask on your behalf.

Debbie Fugate: Okay. So I'm on the board of about three other nonprofits.

Vickie Schachter: Would one of them be willing to take your organization, not literally but metaphorically, under its wing?

Debbie Fugate: I'm the President of the Hispanic Resource Center here and recently went to the NCLR National Hispanic Conference in Phoenix, Arizona. The Microsoft people were there and talking about possibilities of donations, so it could be that I could align

that organization with this one and let them know that we would make ourselves available if there were Hispanic persons that would like to use out computer labs.

John Zoltner: And Debbie, this is John. Are you familiar with the very low cost discounts for Microsoft software --.

Debbie Fugate: No.

John Zoltner: -- through an organization called CompuMentor and based in San Francisco --

Debbie Fugate: Okay.

John Zoltner: And another one called TechSoup.org.

Debbie Fugate: Okay now, when at this conference that I went to at NCLR they did mention the TechSoup. In fact they had a gentleman there that represented their organization.

John Zoltner: Okay, now basically Microsoft has provided those discounts of up to about 90 percent so it's not free but you, for instance, pay about \$30 for Microsoft Office license rather than \$300 or \$500 or whatever they are now.

Debbie Fugate: Okay,say, we has have ten machines.Then we would need to ask for a donation of ten licenses.

John Zoltner: Well, yes you would. You wouldn't get around the 501(c)(3) issue. And they wouldn't be completely free but they would 90 percent or more off so --

Debbie Fugate: Oh! 90 percent I could handle.

John Zoltner: Right, right. It makes it a lot more do-able for most organizations.

Debbie Fugate: We want to be on the level, you know what I am saying? We don't want to do things, we don't want to bootleg, we want to do things the right way.

John Zoltner: Right. You really need to, its not worth trying to cheat.

Debbie Fugate: I don't want to be embarrassed.

John Zoltner: Right.

Debbie Fugate: I've have tried to work on this. I've gotten some things donated from The Boys and Girls Club.They had a surplus of software. And so I have some games and educational software from them but I mainly want to be sure that we have the up-to-date licensed Microsoft software ,that is what I need.

John Zoltner: Great. And then, I just want to mention, it doesn't have to be really expensive to incorporate as a 501(c)(3) nonprofit. It can be if you are working with an attorney

and they are billing a lot of hours on the process that can easily happen. I'm not really sure about your community but you may be able to find a volunteer to help you with that process. Neighborhood Networks probably has some resources that can help guide you through it. A lot of times it can take a while but it's not necessarily expensive.

Debbie Fugate: It was \$500. That's what we were charged for the one for the Hispanic center. And we don't have \$50, let alone \$500.

John Zoltner: Right. Right.

Debbie Fugate: Well I appreciate very much.

John Zoltner: Okay no problem.

Debbie Fugate: Thank you.

Vickie Schachter: Kevin, we have time for one more question?

Monica Stith: Monica Stith from Rosa Parks. I have a question for John. On the online for the Network for Good donation I didn't get all of that in one and wanted to know where they like free donations. Explain that a little bit. And then also on the educational learning, the Blackboard.

John Zoltner: Okay. Network for Good is a nonprofit organization and website. Their Web address is www.networkforgood.org. They provide processing of donations to nonprofit organizations. They don't give you money but they provide a technology that allows you to pretty easily, for instance, paste a 'donate now' logo on your Web site so that organizations that go to your site can click on that and they make a donation to your organization as long as you are a 501(c)(3) organization. It's connected to the GuideStars site I mentioned earlier.

John Zoltner: GuideStar is where people can look up financial information about your organization, whether you've registered or not, if you filed a 990 Form, then you will appear in there. But it offsets the cost. Sometimes it can be expensive to use one of the other systems that process donations. So Networks for Good is a good way of doing that. There are still, I think, when people donate using a credit card to your organization, there is -- these are our MasterCard or whoever the processor is takes a -- a couple of dollars usually out of that so that part you can't get around paying but the funders of Network for Good offset the other costs that are usually charged if you use a commercial service. And it can be set up in in about an hour if someone just goes through the steps.

Monica Stith: Okay. And I have and the same the problem as the young lady that previously spoke about working on our 501(c)(3) status. We have joined a coalition of other

Neighborhood Networks centers that are working towards that so until we get funding for that, that would not do.

John Zoltner: Okay.

Monica Stith: And then the other one, on the Blackboard for the educational learning?

John Zoltner: Now, Blackboard is just one example of many companies that provide, basically software that works over the Internet and allows your organization to manage classes. If you have information that you want to create a class on, you might have some special knowledge about neighborhood issues or provide some kind of technology training that you would like to create a classroom, you can use an application like Blackboards and to manage those classes and they do things like allow people to have login ID's and sign in. You can assign them to different classes. You can have a class where a professor is speaking and people can hear the lecture over their computers. They can use online chat capabilities to submit questions and discuss, and sometimes even talk themselves and a lot of times they are shared. For instance, the professor may have a PowerPoint presentation and that can be shared among their computers.

Vickie Schachter: Thank you all. I would like to take this opportunity to thank John Zoltner and Harvey Ollis for their willingness to speak on today's conference call. I am most impressed with the level of enthusiasm that both gentlemen have for what they do and it's evident from the way that they speak. I think John Zoltner gave us a great overview of technology and the ways that technology can be managed and administered for the benefit of centers, from operating the computers to developing content to fund raising. And I am also particularly grateful to Harvey Ollis for the enthusiasm with which he approaches the work that the U.S. Department of Labor's Employment and Training Administration has conducted over recent years. The inception of the One-Stop, that idea and that concept was very radical when it first emerged in the '90s and we are now in the jet age at this point with One-Stops and the ability to put information at the fingertips of people who are looking for jobs. Again, Neighborhood Networks is very enthusiastic about working with a partner like the One-Stop Career Centers. We are also working towards completing the job coach for Neighborhood Network centers and think this will be a tremendous asset for low income men and women who reside on multifamily properties and who have access to Neighborhood Networks centers.

Thank you all for joining us today and I look forward to meeting with you all again at a conference call next month. Good afternoon.